+353 873409153
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Pooja Menon

My Design Philosophy

Humans are more than just their relationship with technology and I strive to understand the full spectrum of human needs - to be able to better empathize with our customers. My design decisions are rooted in research and empathy, and I work really hard to blend customer needs with business needs.

Skills

User Research
Employed methods such as structured/unstructured interviews, survey design, card sorting, moderated/unmoderated, usability testing (click paths, heatmaps etc.). I have used AI to draft interview guides, and synthesize interviews to speed up research cycles.

Ideation
Conducted brainstorming workshops and created wireframes and journey maps from the output of the ideation sessions. Used AI to generate divergent concepts, produce alternative user flows, and stress-test ideas against constraints and edge cases - accelerating alignment before we commit to a direction.

Prototyping
My preference is to build coded prototypes (thanks to my engineering background). Recently, I have used Lovable and Cursor to rapidly scaffold working front-end prototypes from prompts, significantly reducing the idea -> test-ready time.

Product Strategy
Conducted user research, planning workshops, and story-mapping exercises to define the product roadmap. I have leveraged AI to synthesize customer feedback, mine support, usage signals and CSAT for opportunity areas, summarize experiment results - informing prioritization to ensure we deliver a lovable product.

Work Experience

OCT '23 - CURRENT — DUBLIN, IRELAND

Senior Product Designer I at HubSpot

Currently a designer on the Settings team tasked with redesigning the Settings experience for all HubSpot users.

- Ran experiments for **Contextual Settings** in multiple product areas which showed a 20% increase in task completion rates.
- Currently running multiple experiments for a **redesigned Settings IA** as well as for a **Search-first Settings experience**.
- Previously a founding designer on the Multi-account team solving problems for multi-org customers. Led the foundational research on **multi-org customers** that helped shape the roadmap for the next 2 years for the Multi-account team.
- Delivered the **Asset Copying** feature for multi-org customers which had a 37% adoption rate, with a 60% retention rate over 30 days.
- Conducted research to understand barriers to adoption post feature launch, and delivered design optimizations to solve for the identified problem areas.

FEB '22 - SEPT '23 — DUBLIN, IRELAND

Product Designer at Intercom

- Delivered the Custom Actions feature which offers a low-code solution allowing customers to connect Intercom to third-party systems. 3 months post-launch, customers using Custom Actions in their bot workflows reported an increase in their self-serve rates from 7% to 11%.
- Post-launch of Custom Actions, delivered additional features based on user feedback such as improved logging to allow users to better debug their issues, and adding more authentication mechanisms to make it easier for customers to use their existing APIs with their existing authentications methods.
- Built a UX vision for an improved developer experience for developers and partners who are building apps on Intercom. This is being done through competitive analysis, running surveys and conducting qualitative interviews to identify the problems we need to solve for.

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Pooja Menon

Education

M.Sc Design Innovation
Maynooth University
2018–2020

M.Sc Computer Science
University College Dublin
2014–2015

B.Eng Computer Science
VTU, Karnataka, India
2006-2010

Training

Shift Nudge
Interface Design
2022

UX Foundation Training
UXTraining Institue
2017

Recently Read

Everyday Information Architecture
by Lisa Maria Martin

The Tainted Cup
by Robert Jackson Bennett

Conversational Design
by Erika Hall

Work Experience Continued

SEP '20 - FEB '22 — DUBLIN, IRELAND

Product Designer at Twilio

I worked as a design partner within the Billing organisation solving complex billing problems for not just Twilio's customers, but also Twilions who fix and advocate for our customer's billing issues.
• Delivered uplifted Upgrade and Payment flows within Twilio Console, in order to be compliant with EU payment regulations, resulting in 5-10% reduction in drop-off rates at various steps in the Upgrade funnel.
• Designed multiple flows for a full revamp of our internal Billing tool to allow Twilions to better understand and easily resolve billing issues for our customers, with the goal to also help our external customers by improving metrics such as time-to-resolve for billing support tickets.
• Contributed patterns for Twilio's design system - Paste.

JUL '17 - SEP '20 — CITY, STATE

Product Design Lead at Vizor Software (now Regnology)

- Designing solutions for our financial regulators such as central banks, tax regulators etc. which included requirements gathering, creating wireframes and designing functional and non-functional solutions, and deliverables for handover to development teams.
- Mentor and supervise other designers and their processes - assisting with requirement gathering & ideation to reviewing their final deliverables.
- Delivered a new product for a new market segment that was in beta testing with a few select clients at the time I left. Work included user interviews, analysis of data to gather requirements, building of personas and storyboards, multiple design sprints to create multiple concepts, wireframing, usability testing and handover to development teams.

SEP '15 - JUL '17 — DUBLIN, IRELAND

Software Developer at Vizor Software (now Regnology)

- Day to day duties involved participating in scrum activities such as planning and estimations, bug fixes, development of new features or components, code reviews and writing technical design documents.

JAN '11 - JUL '14 — BANGALORE, INDIA

Senior Test Engineer at Tech Mahindra

- Worked on both Manual testing and Automation testing. Day to day involved requirement analysis, test case preparation, bug reporting, and writing automation scripts in QTP.